

Name \_\_\_\_\_

Name \_\_\_\_\_

## **Promotional Concepts and Strategies**

### **Ch 17 Sec.1 – Promotion and the Promotional Mix**

**Promotion** – any form of communication a business or organization uses to \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_ people about its products

- **Product Promotion** – used to convince customers to buy \_\_\_\_\_ instead of those of the competition
- **Institutional Promotion** – Used by a business to create a \_\_\_\_\_ for itself

**Promotional Mix** – a \_\_\_\_\_ of promotion

- Personal Selling
- Advertising
- Direct marketing
- Sales promotion
- Public relations

- \_\_\_\_\_ – any form of \_\_\_\_\_ contact occurring between a salesperson and a customer
- \_\_\_\_\_ – any \_\_\_\_\_ form of \_\_\_\_\_ presentation and promotion of ideas, goods, or services by an identified sponsor  
– Nationally, businesses spend about \$200 billion annually on various types of advertising
- \_\_\_\_\_ -- A type of advertising directed to a \_\_\_\_\_ of prospects and customers rather than to a mass audience.

– Printed direct mail, sent via \_\_\_\_\_ to a home or business

– \_\_\_\_\_ direct mail

- It's goal is to \_\_\_\_\_ for sales representatives to pursue

- \_\_\_\_\_ – all marketing activities, \_\_\_\_\_ personal selling, advertising, and public relations, that are used to stimulate consumer purchasing and sales effectiveness

### **Public Relations and Publicity**

- **Public Relations** – any activity designed to create a \_\_\_\_\_ toward a business, its products, or its policies

### **PR Specialists**

- Write News Releases -- a \_\_\_\_\_ about a company that is sent to the various media

### **Writing News Releases**

- First paragraph should answer \_\_\_\_\_ questions.
- Develop \_\_\_\_\_ in next few paragraphs.
- Less important information can follow but should be \_\_\_\_\_
- Include the \_\_\_\_\_ of any people mentioned.
- Include the name, address, and phone number of the \_\_\_\_\_
- \_\_\_\_\_ – only one or two pages \_\_\_\_\_ at the bottom of the last page signifies the end.
- **Publicity** – a specific kind of public relations that involves placing \_\_\_\_\_ and newsworthy information about a business, its products, or its policies in the \_\_\_\_\_.

### **Coordination of Promotional Mix**

- Most businesses use \_\_\_\_\_ than one type
- All types of promotion must be \_\_\_\_\_
- Must consider the promotional \_\_\_\_\_